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## Press Release

# One strong global brand: KWC Group AG showcases comprehensive new product portfolio at ISH

**At the leading international trade fair ISH taking place in Frankfurt from 13 to 17 March 2023, KWC Group AG, based in Unterkulm, Switzerland, is presenting itself as a strong global group with a proven track record in the home and professional markets and medical sector.**

KWC's participation in ISH is a further milestone in the group's rebranding, which features a fresh new harmonised brand identity and a keener profile. Under the motto "One strong global brand", KWC is going public internationally with its rebrand for the first time. This new strategic orientation, the accompanying synergies and the group's superior product portfolio will pave the way for KWC to enjoy international success while still remaining at heart a start-up: dynamic, flexible, young and creative.

Visitors to ISH will need no convincing of this at KWC's new-look Stand E 06, covering nearly 400 m<sup>2</sup> in Hall 4.1, where the group's corporate values and expertise are impressively showcased. KWC sells itself as a systems provider for every part of the building. Based on the premise "We build a city", the company is exhibiting its new products in an extremely wide variety of applications, recreating an urban environment complete with residential buildings and the surrounding public infrastructure to demonstrate how KWC's various solutions and systems can be used in residential bathrooms and kitchens. They are also featured in public buildings such as sports facilities, shopping centres and cultural venues such as opera houses, as well as in medical facilities such as patient rooms and doctor's surgeries. KWC uses numerous examples to drive home the message: the consumer can easily spend a whole day using the extremely wide variety of applications of the Swiss manufacturer's high-end faucets.

Franks Schnatz, CEO of KWC Group AG, says: "At ISH, we are showcasing the full gamut of our group's expertise, from faucets for the domestic market to solutions for various professional settings, from the restaurant trade to the medical sector. This illustrates the extent to which our solutions for domestic customers benefit from our experience in designing for professional applications, in terms of quality, performance and design too. Our commitment to constantly improving our products with the end customer always in mind is also reflected in KWC's brand values: sustainability, hygiene, safety and passion."



KWC Group Ltd.

KWC Group Ltd. is an international premium manufacturer of taps and comprehensive sanitary solutions. In 2022, the brands belonging to the corporate Group, which are KWC, Franke Water Systems, DEKO and DVS, began operating under the name KWC Group Ltd. The Group manufactures high-quality products for domestic consumers, (semi-)public institutions and the medical sector at six locations throughout Europe and Asia. KWC Group Ltd. combines more than 150 years of tradition and innovation with advanced expertise in technology and materials coupled with superior design. Sustainability, hygiene, safety and enthusiasm are among the values that best describe the Group. The headquarters of KWC Group Ltd. are in Unterkulm, Switzerland. The Group employs more than 1,000 staff worldwide.

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